

## ***Day One, Tuesday, March 17***

9:00 am	<b>Candidate Orientation</b> Presiding: Emily Klipp	Galewood A	Scott Shriver
9:00 am	<b>Voting Delegate Orientation</b> Presiding: Cat Quinn	Swinghurst	Sara Baird
9:00 am	<b>Election Committee Orientation</b>	Galewood B	Sara Zwiefelhofer
9:30 am	<b>Registration</b> Housing Conference Materials and Events	Front Desk Ballroom Cloakroom	Hotel Staff Denise Byrd
10:00 am	<b>Candidate Presentations</b>	Galewood ABC	Scott Shriver
10:45 am	<b>Project Directors Orientation</b>	ChopHouse	Mary Martin
11:00 am	<b>Testing - Ad Campaign, Fashion, and Technical Sales</b>	Loramoor BC	Kay Flauding
11:30 am	<b>Judge's Luncheon and Orientation</b> Presiding: Emily Klipp <b>Judge's coupons Sponsored by Culver Franchising System, Inc.</b>	Salon Ballroom C	Mary Martin
Noon	<b>Series Directors Orientation</b>	Boardroom 4311	Sheila Hibner
12:30 pm	<b>Just-In-Time Prep for Competition</b>	Maple Lawns	PRO DECA
12:30 pm	<b>Public Speaking</b> Preliminaries and Finals	Galewood B, C, D	Carol Mooney
12:30 pm	<b>Project Presentations listed below</b> Report to <b><u>Salon Ballroom C</u></b> for Check-in Advertising Campaign Business and Financial Services Project Internet Marketing Business Plan Fashion Merchandising Promotion Plan General Marketing Research Project Hospitality and Recreation Marketing Project Retail Marketing Project Technical Marketing Event	Salon Ballroom A Linwood AB Linwood AB Salon Ballroom A Linwood AB Linwood AB Linwood AB Linwood AB Linwood AB	Sue Schleicher Mollie Heilberger Jodi Peterson Sue Schleicher Christine Grochowski Christine Grochowski Mollie Heilberger Jodi Peterson
12:30 pm	<b>Project Presentations listed below</b> Report to <b><u>The Evolve</u></b> for check-in Community Service Project Public Relations Project Creative Marketing Project Entrepreneurship Written & Participating Entrepreneurship Promotion Financial Literacy Promotion International Marketing Learn and Earn	Geneva ChopHouse Geneva ChopHouse Geneva ChopHouse Geneva ChopHouse Geneva ChopHouse Geneva ChopHouse Geneva ChopHouse Geneva ChopHouse	Angie Nyholm Angie Nyholm Nicole Allie Scott Kolb Cyndi Dechant Penny Thompson Cyndi Dechant Nicole Allie
1:00 pm	<b>Service Associate Briefing</b>	Westgate A	Michelle Kutz
1:00 pm	<b>A*S*K Business and Marketing Test</b> Pre-registered students only	Loramoor A	Phil Huff
1:30-2:30 pm	<b>MDA Meeting</b>	Evergreen 1	Brad Lentz
1:30-2:30 pm	<b>Just-In-Time Prep for Competition</b>	Maple Lawns	PRO DECA
1:45 pm	<b>Advisor and Chaperone Meeting</b> <b>Cookies sponsored by Otis Spunkmeyer</b>	Salon Ballroom B	Sara Baird
3:00 pm	<b>Tabulation Orientation</b>		Don Patterson
3:00 pm	<b>Adult Assistant Briefing for Series and Team Events</b> Accounting Applications Series Apparel and Accessories Marketing Automotive Services Marketing Business Law and Ethics Business Services Marketing	Geneva Bay Evergreen 2 Salon Ballroom B Maple Lawn A Loramoor A	Jamie Bauerkemper Carla Stetzer Tom Scharine David Hay Carl Hert

## **Day One, Tuesday, March 17**

<b>3:00 pm</b>	<b>Adult Assistant Briefing for Series and Team Events- Continued</b>		
	Buying and Merchandising Management	Evergreen 1	Paul Zollver
	Financial Analysis Management	Evergreen 1	Jody Forsythe
	Food Marketing	Lower Chalet	Taryn Fuller
	Hospitality Services	Maple Lawn B	Heather Breske
	Hotel and Lodging Management	Maple Lawn C	Melissa Bahnson
	Internet Marketing Management	Westgate A	Bob Hutchison
	Marketing Management	Loramoor B	Kim Adams
	Quick Serve Restaurant Management	Timber Ridge Cascade B	Tracie Crowley
	Restaurant and Food Service Management	Timber Ridge Cascade A	Josh Fassl
	Retail Merchandising	Evergreen 3	Pete Matson
	Sports and Entertainment Marketing	Forum C	Tim Fandek
	Sports Marketing Individual	Maple Lawn C	Keegan O'Brien
	Travel and Tourism Team	Upper Chalet	Melanie Thiel
<b>3:45 pm</b>	<b>Student Orientation and Testing, Occupational Series and Team Management</b>		
	Accounting Applications Series	The Bays	Jamie Bauerkemper
	Apparel and Accessories Marketing	Evergreen 2	Carla Stetzer
	Automotive Services Marketing	Salon Ballroom B	Tom Scharine
	Business Law and Ethics	Maple Lawn A	David Hay
	Business Services Marketing	Loramoor A	Carl Hert
	Buying and Merchandising Management	Evergreen 1	Paul Zollver
	Financial Analysis Team	Evergreen 1	Jody Forsythe
	Food Marketing	Lower Chalet	Taryn Fuller
	Hospitality Services Team	Maple Lawn B	Heather Breske
	Hotel and Lodging Management	Maple Lawn C	Melissa Bahnson
	Internet Marketing Management Team	Westgate BC	Bob Hutchison
	Marketing Management	Loramoor BC	Kim Adams
	Quick Serve Restaurant Management	Timber Ridge Cascade BC	Tracie Crowley
	Restaurant and Food Service Management	Timber Ridge Cascade A	Josh Fassl
	Retail Merchandising	Evergreen 3	Pete Matson
	Sports and Entertainment Team	Forum B	Tim Fandek
	Sports Marketing Individual	Maple Lawn C	Keegan O'Brien
	Travel and Tourism Team	Upper Chalet	Melanie Thiel
<b>5:00-6:00 pm</b>	<b>Just-In-Time Prep for Competition</b>	Maple Lawns	PRO DECA
<b>5:30-7:00 pm</b>	<b>Dinner Hour - Fast Food in Grand Geneva Lobby (see menu on back page)</b>		
<b>5:30 pm</b>	<b>Series Make-up Exams</b>	Galewood ABCD	Kay Flauding
<b>7:15 pm</b>	<b>Forum Doors Open for Opening Session (Delegates are seated by District)</b>		
<b>7:30 pm</b>	<b>"Make It Yours" Opening Session</b>	<b>Forum</b>	Paul Haen
	Presiding: Emily Klipp		Phil Brueggemann
	<b>Announcing: Jay Fahl</b>		
	New DECA Charters		
	Red Apple Awards		
	MDA Coins for Campers Presentation, <b>Sponsored by Coca-Cola</b>		
	Gold Student Honorees		
	Presidential Candidate Speeches		
	Scholarship Honorees, <b>Sponsored by Wisconsin DECA, PRO DECA, Marcus Hotels &amp; Resorts, Grand Geneva Resort &amp; Spa</b>		
	School Based Enterprise Credential Certificates		
	Vice Presidential Candidates Introductions		
	Featured Speaker, Grant Baldwin		
	Announcements		
<b>9:30 pm</b>	<b>MXC: Meet Your State Officers</b>	Salon Ballrooms	WI DECA
	SUMO Session – Get COW 2009 Info!		
	<b>Refreshments Sponsored by Pepsi</b>		
<b>10:15-11:15 pm</b>	<b>Chapter Meetings &amp; Competition Prep-time</b>	Advisor Room	Chapter Advisor
<b>11:30 pm to 6:00 am</b>	<b>CURFEW, Being Quiet in One's Own Room!!!</b>		Student Delegates

## ***Day Two, Wednesday, March 18***

<b>7:45-8:15 am</b>	<b>Judge's Breakfast and Orientation</b> Presiding: Emily Klipp <b>Judge's coupons Sponsored by Culver Franchising System, Inc. &amp; Judge's pastries Sponsored by Otis Spunkmeyer</b>	Ballroom BC	
<b>8:00 am</b>	<b>Competitive Event Student Testing</b>		
	Accounting Applications Series	The Bays	Jamie Bauerkemper
	Apparel and Accessories Marketing	Lower ChopHouse	Carla Stetzer
	Automotive Services Marketing	Salon Ballroom A	Tom Scharine
	Business Services Marketing	Loramoor AB	Carl Hert
	Food Marketing	Lower Chalet	Taryn Fuller
	Hotel and Lodging Management	Upper Chophouse	Melissa Bahnson
	Marketing Management	Salon Ballroom A	Kim Adams
	Restaurant and Food Service Management	Timber Ridge Cascade A	Josh Fassl
	Quick Serve Restaurant Management	Timber Ridge Cascade BC	Chad Bruechert
	Retail Merchandising	Galewood BCD	Pete Matson
	Sports Marketing Individual	Maple Lawn C	Keegan O'Brien
<b>8:30 am</b>	<b>Judge's Orientation</b>		
	Accounting Applications Series	Northshore	Jamie Bauerkemper
	Apparel and Accessories Marketing	Lakeview	Carla Stetzer
	Automotive Services Marketing	Salon Ballroom B	Tom Scharine
	Business Law and Ethics	Maple Lawn A	David Hay
	Business Services Marketing	Loramoor C	Carl Hert
	Buying and Merchandising Management	Swinghurst	Paul Zollver
	Internet Marketing Management	Westgate A	Bob Hutchison
	Financial Analysis Management	Forum Annex	Jody Forsythe
	Food Marketing	Chalet Restaurant	Taryn Fuller
	Hospitality Services	Forum A	Heather Breske
	Hotel and Lodging Management	The Evolve	Melissa Bahnson
	Marketing Management	Salon Ballroom C	Kim Adams
	Quick Serve Restaurant Management	Timber Ridge Restaurant	Chad Bruechert
	Restaurant and Food Service Management	Timber Ridge Restaurant	Josh Fassl
	Retail Merchandising	Galewood A	Pete Matson
	Sports and Entertainment Marketing	Forum A	Tim Fandek
	Sports Marketing Individual	Maple Lawn B	Keegan O'Brien
	Travel and Tourism Team	Chalet Restaurant	Melanie Thiel
<b>9:15 am</b>	<b>Competitive Event Student Preparation</b>		
	Accounting Applications Series	The Bays	Jamie Bauerkemper
	Apparel and Accessories Marketing	Lower Geneva ChopHouse	Carla Stetzer
	Automotive Services Marketing	Salon Ballroom A	Jesse Warner
	Business Law and Ethics	Linwood AB	David Hay
	Business Services Marketing	Loramoor ABC	Carl Hert
	Buying and Merchandising Management	Evergreens	Paul Zollver
	Internet Marketing Management	Westgates	Bob Hutchison
	Financial Analysis Management	Forum C	Jody Forsythe
	Food Marketing	Lower Chalet	Taryn Fuller
	Hospitality Services	Forum C	Heather Breske
	Hotel and Lodging Management	Upper ChopHouse	Melissa Bahnson
	Marketing Management	Salon Ballroom C	Kim Adams
	Quick Serve Restaurant Management	Timber Ridge Cascade BC	Chad Bruechert
	Restaurant and Food Service Management	Timber Ridge Cascade A	Josh Fassl
	Retail Merchandising	Galewoods	Pete Matson
	Sports and Entertainment Marketing	Forum C	Tim Fandek
	Sports Marketing Individual	Maple Lawn BC	Keegan O'Brien
	Travel and Tourism Team	Upper Chalet	Melanie Thiel
<b>11:30 am</b>	<b>Judge's Luncheon</b>	Ristorante Brissago	Sponsored by Pepsi-Cola
	Competitor Lunch - On Own – Fast Food in Grand Lobby (See Menu inside back cover)		
<b>1:00 pm</b>	<b>Competitive Debriefing with Judges --Students Must Bring Schedule Cards</b>		
	Accounting Applications Series	Linwood A	Jamie Bauerkemper
	Apparel and Accessories Marketing	Geneva ChopHouse	Carla Stetzer
	Automotive Services Marketing	Salon Ballroom A	Tom Scharine

## Day Two, Wednesday, March 18

<b>1:00 pm</b>	<b>Competitive Debriefing with Judges --Students Must bring Schedule Cards</b>		
	Business Law and Ethics	Linwood B	David Hay
	Business Services Marketing	Loramoor BC	Carl Hert
	Buying and Merchandising Management	Evergreen 3	Paul Zollver
	Internet Marketing Management	Westgate BC	Bob Hutchison
	Financial Analysis Management	Forum A	Jody Forsythe
	Food Marketing	Lower Chalet	Taryn Fuller
	Hospitality Services	Forum B	Heather Breske
	Hotel and Lodging Management	Swinghurst	Melissa Bahnson
	Marketing Management	Salon Ballroom C	Kim Adams
	Quick Serve Restaurant Management	Timber Ridge Cascade BC	Chad Bruechert
	Restaurant and Food Service Management	Timber Ridge Cascade A	Josh Fassl
	Retail Merchandising	Evergreen 2	Pete Matson
	Sports and Entertainment Marketing	Forum C	Tim Fandek
	Sports Marketing Individual	Maple Lawn C	Keegan O'Brien
	Travel and Tourism Team	Upper Chalet	Melanie Thiel
<b>1:30 pm</b>	<b>A*S*K Business and Marketing Test</b>	Loramoor A	Phil Huff
	Pre-registered students only		
<b>1:45 pm</b>	<b>Series Makeup Exams</b>	Galewood ABCD	Kay Flauding
<b>1:45 pm</b>	<b>Gold Student Interviews</b>	The Bays	John Zimmerman
	(See posted times outside Conference Headquarters)		
<b>2:30 pm</b>	<b>Leadership Credential Workshop</b>	Evergreens	Grant Baldwin
<b>3:30-5:00 pm</b>	<b>State Called Mtg.--Advisors Required</b>	Maple Lawns	Baird, Sapon, Hert,
	Foundation for Wisconsin DECA, WI DECA, DECA Center		Plourde, Scharine,
	Hibner		
<b>3:45 pm</b>	<b>Leadership Credential Workshop</b>	Evergreens	Grant Baldwin
<b>6:00 pm</b>	<b>Comedy Sportz Banquet</b>	Salon Ballrooms	Mark Bichler
<b>6:00 pm</b>	<b>"Defining Destiny" Recognition Session</b>	Forum	Phil Brueggeman
	Presiding: Payton Larson		
	<b>Announcing: Jay Fahl</b>		
	<b>Officer Introductions</b>		
	<b>State Officer Parent and Advisor Appreciation</b>		
	<b>State Officer Advisor Appreciation</b>		
	<b>Friends of DECA, Alumni Excellence, Wayne J. Harrison Service Awards, Diamond</b>		
<b>Achievement</b>	<b>Grand Awards Part One</b>		
	Fashion Merchandising Promotion Plan, <b>Foundation for Wisconsin DECA</b>		
	Technical Sales Event, <b>POS Systems Group</b>		
	Entrepreneurship Written Project, <b>Fre5h Production5</b>		
	Entrepreneurship Participating Project, <b>Foundation for Wisconsin DECA</b>		
	Internet Marketing Business Plan, <b>Foundation for Wisconsin DECA</b>		
	Business and Financial Analysis Research Project, <b>Foundation for Wisconsin DECA</b>		
	General Marketing Research Project, <b>Foundation for Wisconsin DECA</b>		
	Hospitality and Recreation Research Project, <b>Marcus Hotels and Resorts</b>		
	Retail Marketing Research Project, <b>Wisconsin Petroleum Marketers &amp; Convenience Store</b>		
<b>Association</b>	Entrepreneurship Promotion Project, <b>Fre5h Production5</b>		
	Community Service Project, <b>Foundation for Wisconsin DECA</b>		
	Creative Marketing Research Project, <b>Foundation for Wisconsin DECA</b>		
	Learn and Earn Project, <b>Foundation for Wisconsin DECA</b>		
	International Business Plan, <b>Foundation for Wisconsin DECA</b>		
	Public Relations Project, <b>Foundation for Wisconsin DECA</b>		
	Advertising Campaign, <b>Foundation for Wisconsin DECA</b>		
	Financial Literacy Promotion Project, <b>Foundation for Wisconsin DECA</b>		
<b>9:15-10:00 pm</b>	<b>Advisors Pick-up Projects</b>	Room 4211	Mary Martin
<b>9:15-11:45 pm</b>	<b>DECA Dance</b>	Salon Ballrooms	Mark Bichler
<b>10:00-11:00 pm</b>	<b>Advisor Fireside Networking</b>	Grand Lobby Lounge	WMEA & PRO
DECA			
<b>10:00-11:00 pm</b>	<b>PRO DECA Membership Celebration</b>	Maple Lawns	PRO DECA
<b>12:00-6:00 am</b>	<b>CURFEW, Being Quiet in Your Own Room!!!</b>		Student Delegates

## ***Day Three, Thursday, March 19***

<b>8:30 am</b>	<b>Recognition and Grand Awards Part II</b> Presiding: Rebecca King <b>Announcing: Jay Fahl</b> <b>Program</b> <b>Conference Leadership Team Appreciation</b> <b>Officer Introductions and Farewells</b> <b>Announcement and Installation of 2009-2010 State Officer Team</b> <b>Student Awards Program</b> Public Speaking Event Business Law & Ethics Team, <b>Foundation for Wisconsin DECA</b> Buying and Merchandising Management, <b>Foundation for Wisconsin DECA</b> Internet Marketing Management Team, <b>Foundation for Wisconsin DECA</b> Financial Analysis Management Team, <b>Foundation for Wisconsin DECA</b> Hospitality Services Management Team, <b>Marcus Hotels &amp; Resorts</b> Sports and Entertainment Management Team, <b>Foundation for Wisconsin DECA</b> Travel and Tourism Management Team, <b>Grand Geneva Resort &amp; Spa</b> Sports and Entertainment Series, <b>Foundation for Wisconsin DECA</b> Retail Merchandising, <b>Foundation for Wisconsin DECA</b> Quick Serve Restaurant Management, <b>Culver's VIP Foundation</b> Restaurant and Food Service Management, <b>Foundation for Wisconsin DECA</b> Marketing Management, <b>Foundation for Wisconsin DECA</b> Hotel and Lodging Management, <b>Grand Geneva Resort &amp; Spa</b> Food Marketing, <b>Foundation for Wisconsin DECA</b> Business Services Marketing, <b>Foundation for Wisconsin DECA</b> Automotive Services Marketing, <b>Foundation for Wisconsin DECA</b> Apparel and Accessories Marketing, <b>Color &amp; Product Solutions</b> Accounting Applications, <b>Foundation for Wisconsin DECA</b> <b>Outstanding Gold Chapter Awards</b> <b>Closing Remarks and Adjournment</b>	<b>Forum</b>	Phil Brueggemann Paul Haen
<b>11:00 am</b>	<b>International Conference Orientation</b> <b>Travel and Tour Information</b> <b>New State Officer Meeting</b>	<b>Forum</b>	Sara Baird Hede Horne Sara Zwiefelhofer